



Healthcare in the Pulpit (HCP) Outreach Campaign

AME

HCP "Train-the-Trainer"

Agenda

- “Get Covered America” Campaign
- The State of the Uninsured
- ACA Benefits and Enrollment Process
- How we can we support your outreach?
- “Health Care in the Pulpit” Enrollment Sundays:
90 Days to Enroll Campaign.
- Q&A

Enroll America has partnered nationally with African Methodist Episcopal Church to outreach to the 7 million uninsured African-Americans.



Mission: Maximize coverage for uninsured Americans

Enroll America will execute a national education and enrollment campaign

1. Educate and Engage

2. Mobilize to Enroll

3. Work with Partners to Ensure System works

Successful implementation of ACA requires all-out effort by government, not-for-profits, insurers, hospitals, community health centers, health providers, and others



Get Covered America Campaign

Enroll America is a non-partisan, 501(c)(3) organization dedicated to maximizing the number of uninsured Americans who enroll in health coverage made available by the Affordable Care Act. Tens of millions of Americans stand to benefit from more accessible and affordable health care in the wake of health reform, creating an historic opportunity to improve the health and well-being of a significant portion of our society. However, experience from previous reforms suggests that there are significant barriers that prevent many people from enrolling in health coverage.

This summer Enroll America launched the grassroots campaign “Get Covered America”. “Get Covered America” is a national grassroots campaign, which will raise awareness and engage consumers about the new health insurance options available to them through the Affordable Care Act and connect them with assistors in their community who can help them sign up for the plan that’s right for them beginning in October. **GCA has partnered nationally with African Methodist Episcopal Church to outreach to the 7 million uninsured African-Americans.**





State of the Uninsured

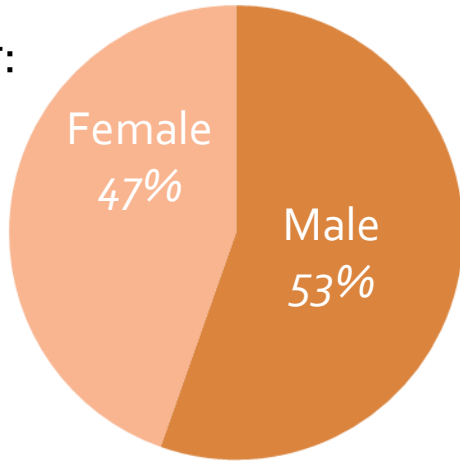
Who are the Uninsured?

Where do they live?

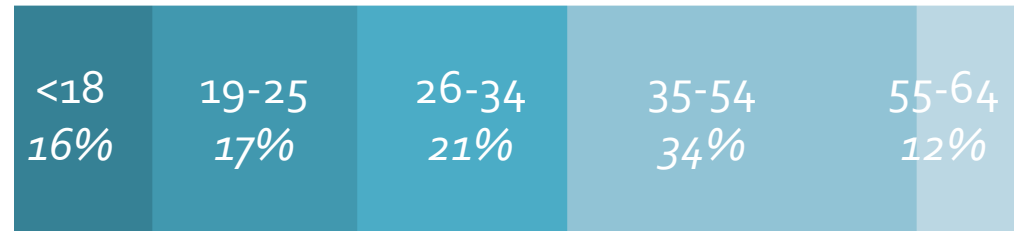
What do they want to know?

Who are the uninsured?

Gender:



Age:

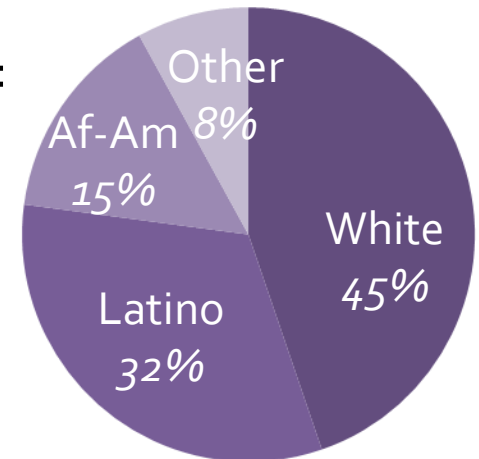


Income

(as % of Federal Poverty Level):



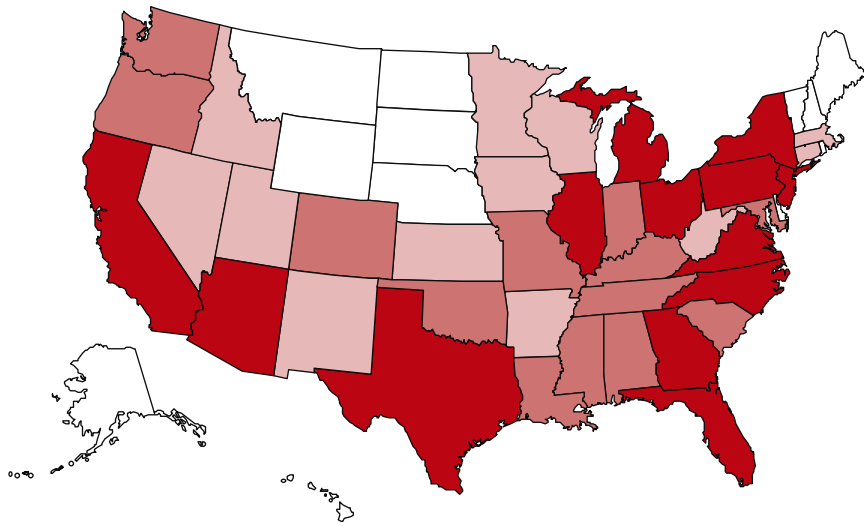
Ethnicity:



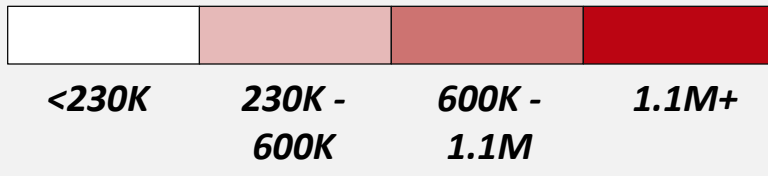
Source: Kaiser Commission on Medicaid & The Uninsured, October 2012

Two thirds of the uninsured live in 13 states

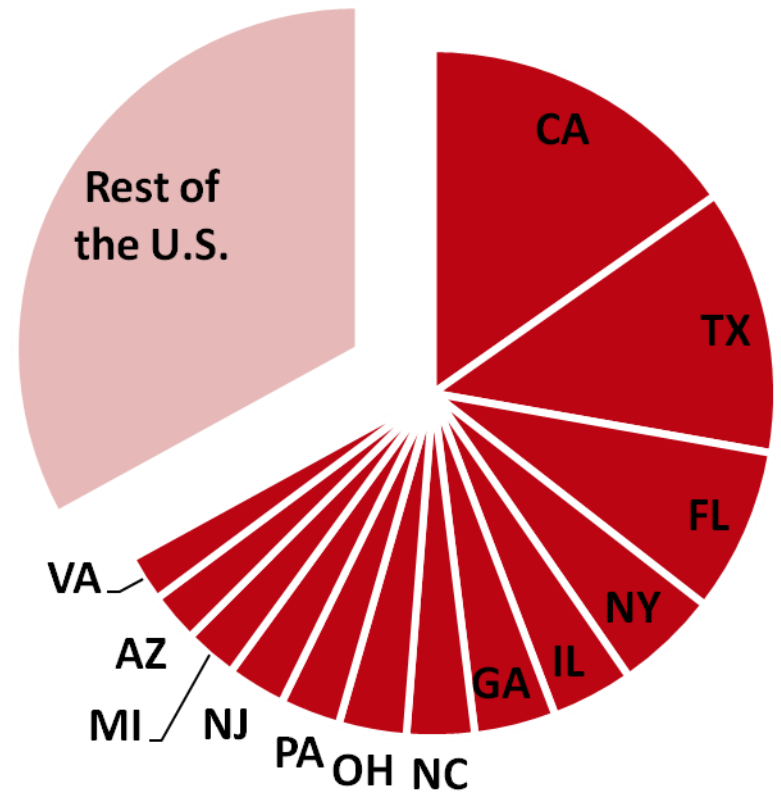
Uninsured by State



Number of Uninsured

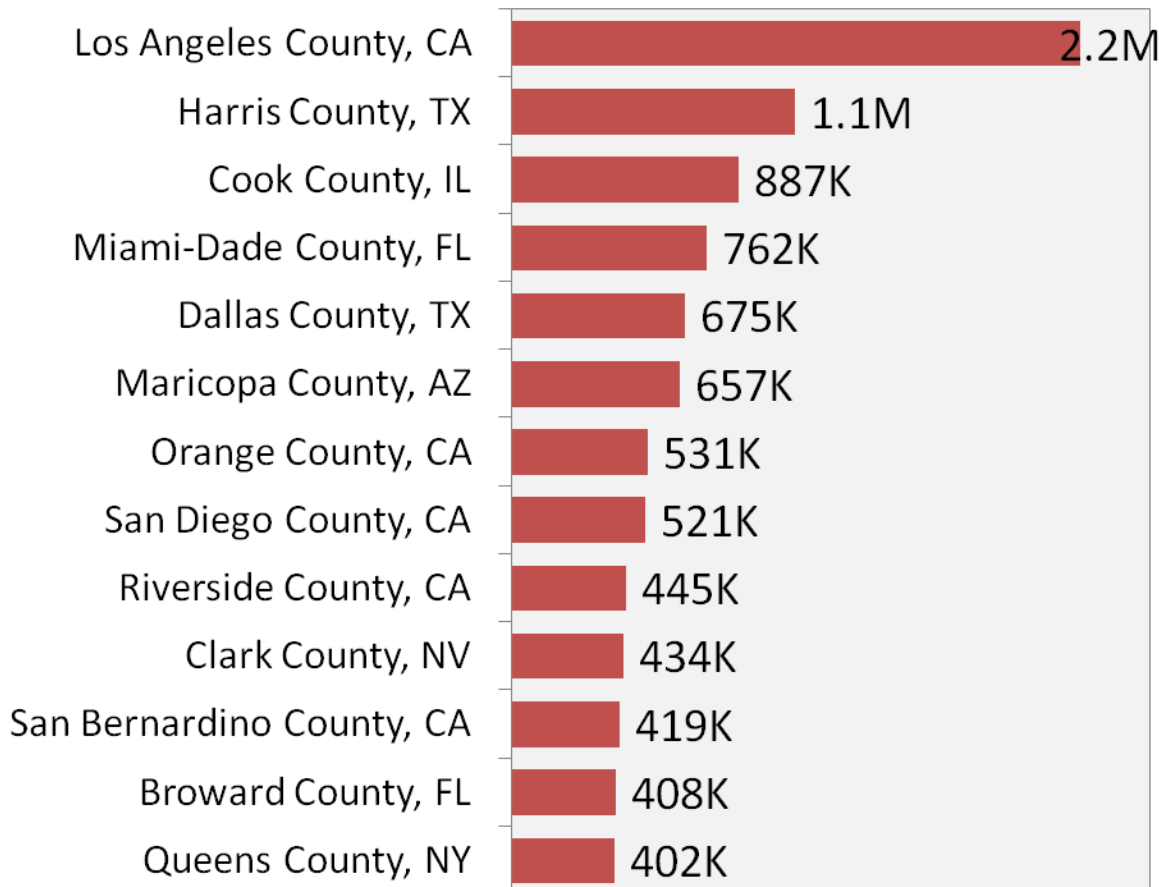


67% of uninsured live in 13 states



One fifth of the uninsured live in the top 13 counties and half live in the top 114 counties

Uninsured by County



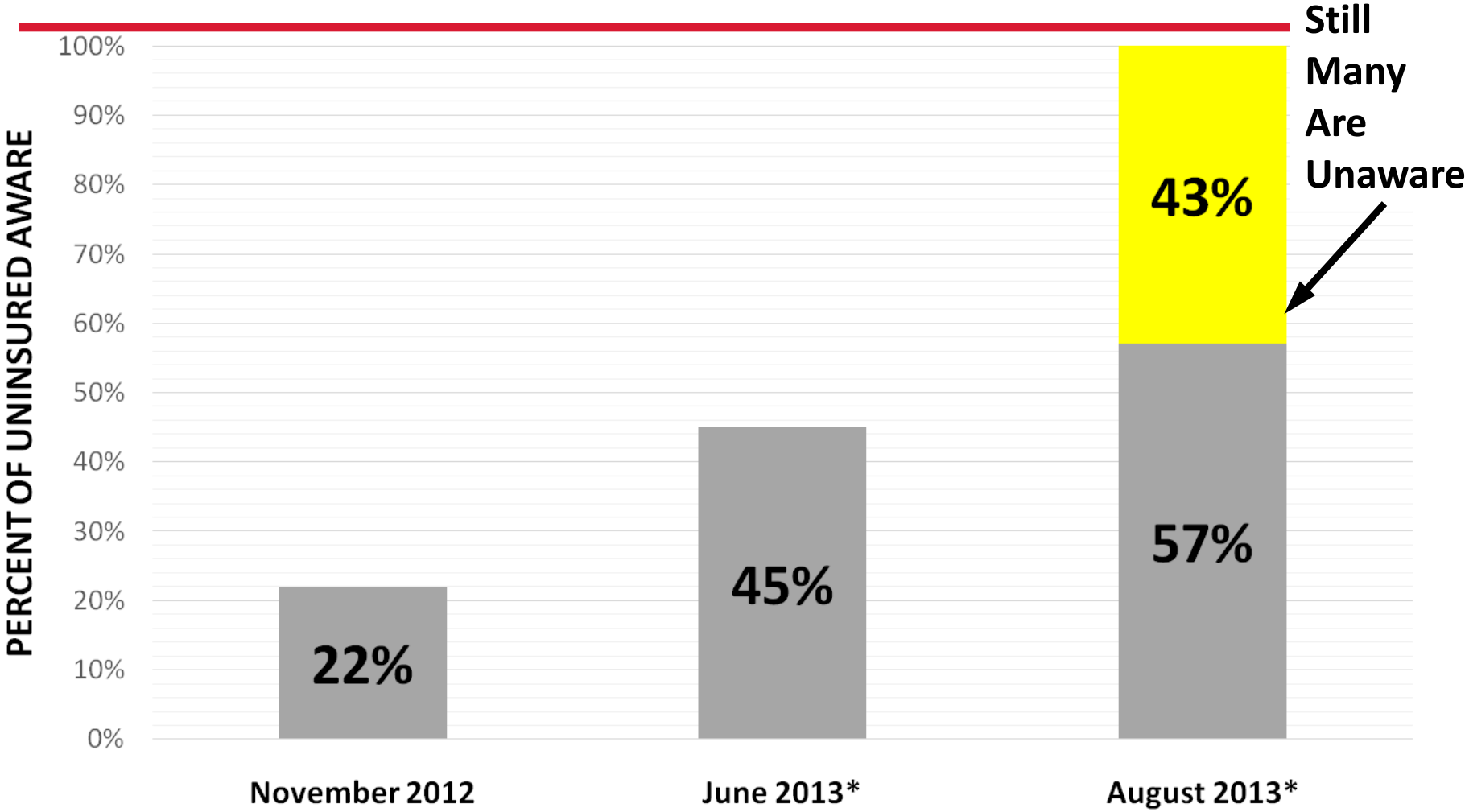
10% of the uninsured live in just 4 counties (LA, Harris, Cook, Miami)

20% of the uninsured live in top 13 counties (Top 4 + Next 9)

50% live in the top 114 counties (3.8% of total counties in the US)

Awareness of New Health Coverage Options is Increasing

But many of the uninsured still don't know



Source: Enroll America

*Source: Kaiser Family Foundation



4 Key Questions Consumers Ask:

1. What are the coverage options for the uninsured?
2. How much will it cost?
3. What is the process for enrollment?
4. Who are the key players?



The Affordable Care Act Coverage Options

What does ACA Cover?

What are my coverage options?

How do I enroll?

10 Essential Benefits

All private insurance plans offered to individuals and small businesses must provide the following 10 essential health benefits:

- ✓ Ambulatory patient services
- ✓ Emergency services
- ✓ Hospitalization
- ✓ Maternity and newborn care (care before and after your baby is born)
- ✓ Mental health and substance use disorder services, including behavioral health treatment (this includes counseling and psychotherapy)
- ✓ Prescription drugs
- ✓ Rehabilitative and habilitative services and devices
- ✓ Laboratory services
- ✓ Preventive and wellness services and chronic disease management
- ✓ Pediatric services, including oral and vision care

Health Coverage Options

Different options are available to the uninsured based on income.

1. Medicaid (expanded in some states; otherwise no change in eligibility)
2. The Marketplace (with financial assistance)
3. The Marketplace or private plan (without financial assistance)

Medicaid



- The federal government sets minimum requirements
- Historically – Low-income parents, children, and pregnant women, low-income elderly, and disabled individuals
- Medicaid doesn't cover undocumented immigrants
- The ACA allows states to expand their Medicaid programs, though not every state has expanded coverage

The Marketplace

- A consumer is eligible to enroll if:
 - ✓ Are a U.S. citizen or are in the country legally
 - ✓ Are not incarcerated
- Covers essential health benefits
- Marketplaces opened 10/1/2013
- Enrolled by Dec. 23rd, Coverage begins on Jan. 1st 2014
- Enrollment ends on March 31st, 2014



Financial Assistance

Who is Eligible?

- Income:
 - \$44,680 for a single adult, \$92,200 for a family of four
- Are immigrants eligible?
 - Legal immigrants, yes
 - Undocumented immigrants, no
- Refundable, advance-payment federal tax credit (“APTC”)
 - Applied to the cost the coverage when they enroll
 - If taken in advance, tax credit goes directly to health plan consumer chooses
 - Pays a portion of consumer’s monthly premium

Four Core Messages

All insurance plans will have to cover doctor visits, hospitalizations, maternity care, emergency room care, and prescriptions.

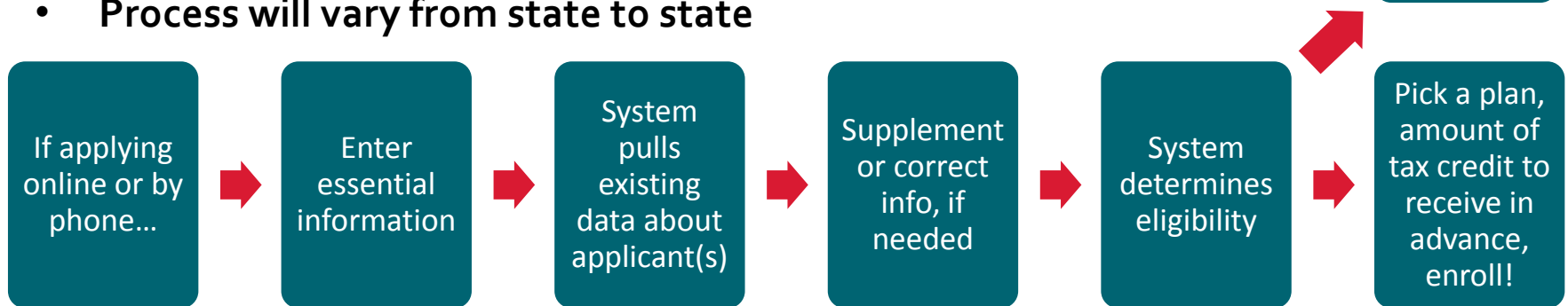
You might be able to get financial help to pay for a health insurance plan.

If you have a pre-existing condition, insurance plans cannot deny you coverage.

All insurance plans will have to show the costs and what is covered in simple language with no fine print.

4 ways to Enroll

- Can enroll by phone (800) 318-2596, in person, using paper application or online at www.healthcare.gov.
- Give basic info about self and household
 - Contact information and who's applying for coverage
 - Income/types of income
 - Number of people in household
 - Citizenship/immigration status
 - If have affordable coverage now
- Process will vary from state to state



Pre-Enrollment Checklist

Before attempting to enroll, gather your:

- Social Security Numbers (or document numbers for legal immigrants)
- Employer and income information for every member of your household who needs coverage (for example, from pay stubs or W-2 forms—Wage and Tax Statements)
- Policy numbers for any current health insurance plans covering members of your household
- A completed Employer Coverage Tool for every job-based plan you or someone in your household is eligible for. (You'll need to fill out this form even for coverage you're eligible for but don't enroll in.) (see https://www.healthcare.gov/downloads/MarketplaceApp_Checklist_Generic.pdf for this complete checklist)

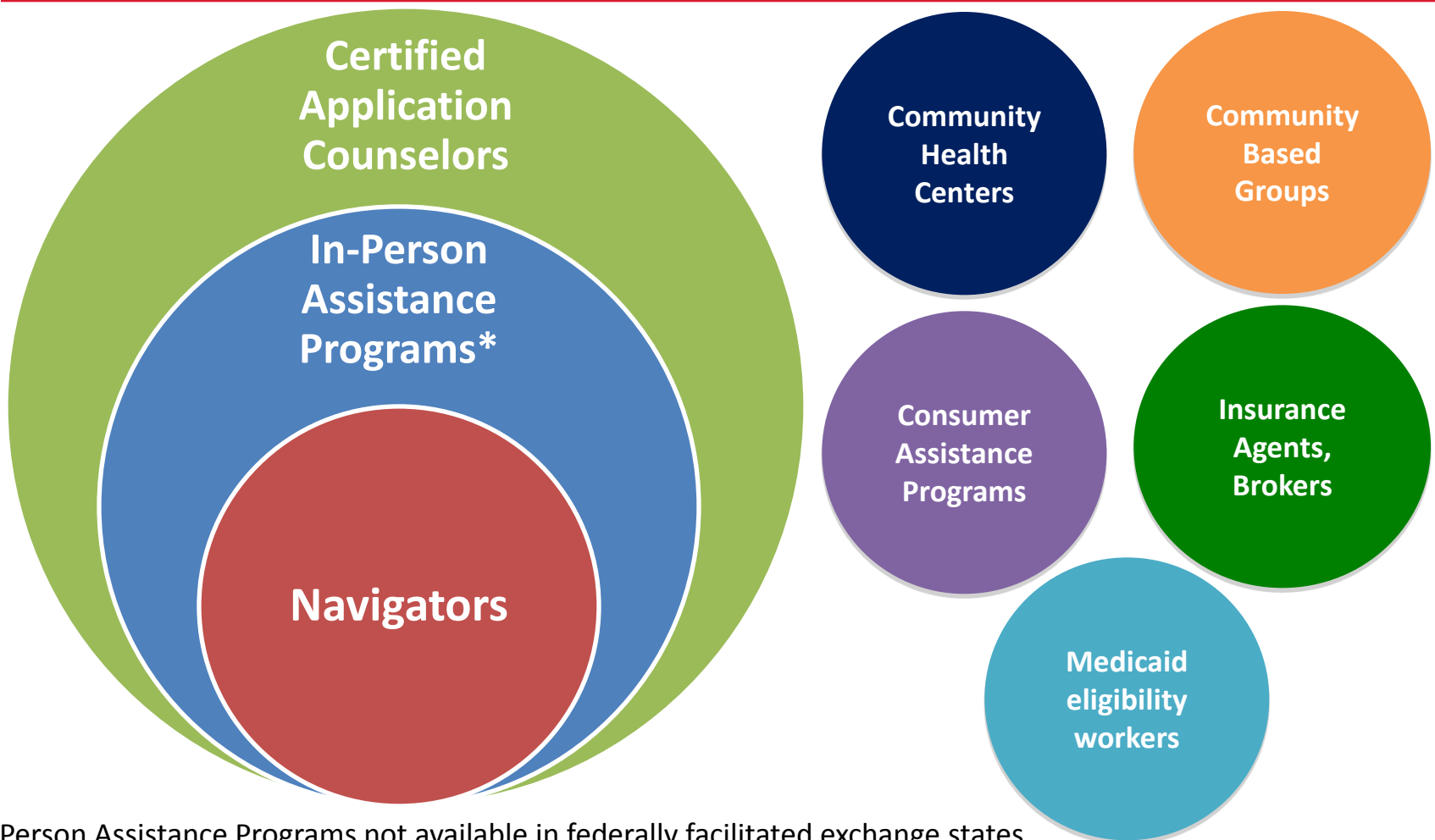




Key Players in Enrollment

Assisters
Outreachers

In-Person Enrollment



*In-Person Assistance Programs not available in federally facilitated exchange states.

Who are Navigators?

- Organizations that will help consumers learn about and enroll in coverage through the new insurance marketplaces
- Navigator programs are required in all marketplaces
- Navigator services must be available to all consumers, including small employers

What Do Navigators Do?

- Maintain expertise in eligibility and enrollment
- Raise public Awareness
- Distribute fair, accurate, and impartial information
- Facilitate enrollment in coverage
- Provide culturally and linguistically appropriate, accessible assistance and info
- Make referrals for assistance outside of scope

Certified Application Counselors (CACs)

- Enables others to assist with enrollment
- Required in marketplace
- CACs must:
 - Register
 - Receive training and obtain certification
 - Disclose info to consumers
 - Provide services in the best interest of consumers
 - Comply with privacy and security standards

Outreachers: GCA/AME Role

- Spread the word!
- Educate people key enrollment dates, processes, the facts about the new marketplace and coverage options.
- Collect information so we can get consumers to the enrollment door to navigators and CACs.
- We do NOT conduct enrollment.



HCP Action Guide

How we support your outreach efforts?

Sample outreach activities

Timeline and Protocols

Get Covered America

- **In these states, GCA Staff** and/or volunteer partners on the ground that can provide resources, make presentations and connect you to local application assisters.
 - TX, FL, OH, MI, NJ, AZ, PA, NC, GA, IL, DC, MD, VA, NY, MA, CT, LA, MO, TN, CO, NM
- **In other states: GCA** can provide collateral material, list of local partners and assistors to Churches to support events.

“Health Care from the Pulpit” Tabling Event

- A faith leader delivers a Sunday sermon/message around the access to good health.
- Volunteers/GCA staff table after service with provided materials and contact cards for follow-up and/or a local assister partners to conduct on-site enrollment.
- Promote the event via social media, email lists, bulletins and/or announcements.

Health Outreach Ministries

- Identify a group of church volunteers to be trained as the **Health Outreach Ministry**.
- Identify a team leader to manage the Ministry Team and act as a liaison with local navigators and assistors
- Volunteers conduct consumer outreach via canvassing, phone banking, leafleting at local schools, grocery stores, community centers and events/fairs.

“Health Coverage Enrollment Summits”

- Host a health coverage summit to engage a broader swath of the community.
- Convene a panel of community leaders, providers, faith leaders in a discussion on the impact of being uninsured on communities.
- Coordinate with local navigators or certified application counselors to be on site to conduct enrollment activities.

Be a part of the movement!



January – March 2014
“Health Care in the Pulpit” Enrollment Sundays.

January

- Enrolled by Jan. 15th coverage begins on Feb. 1st.
- “Health Care in the Pulpit” enrollment Sundays, 1/5 and 1/12.
- MLK National Day of Service Enrollment Events: 1/19

February

- Enrolled by Feb. 15th coverage begins on March 1st.
- “Health Care in the Pulpit” Our Heritage enrollment Sundays, 2/2, 2/16, 2/23.
- AME Founder’s Day enrollment Sunday 2/9

March

- Enrolled by March 15th coverage begins on May 1st. Enrolled by March 31st, coverage begins May 1st.
- “Health Care in the Pulpit” enrollment Sundays, 3/2, 3/9, 3/16, 3/23, 3/30

Tracking our Impact: Keep record of...

- How many of events your churches conduct?
- How many people attended?
- How many sign up to volunteer?
- How many get enrolled?!
- Report that back to your regional coordinator

Via the Enrollment Event Form

Enrollment Event Reporting Form

Please complete this form after each ACA Event your church conducts. Return this to the denomination contact below.

- Event Date: _____
- Event Title: _____
- Event Location/Co-Host(s): _____
- Number of People that attended: _____

Fax this form back to:

- Contact name and fax number _____

Email this form back to:

- Contact name and Email Address _____





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